

Newark Association
(Halsey St. Assoc)

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November 20, 1974

HALSEY ST. ASSOCIATION MEMBERS

Gallant Uniforms - 95 Halsey St
James Keegan - Optician - 87 Halsey St.
Greens Sprting Goods- 28 Halsey St.
Heaven on Earth - 83 Halsey St.
Kaufman Carpets - 77 Halsey St.
McKinnons Fashions - 116 Halsey St.
Nancy Fabrics - 150 Halsey St.
Things - 61 New St.
Harry Troy Art Supplies - 59 Halsey St.
Wide Style Shoes- 138 Halsey St.
Walk Rite Shoes - 108 Halsey St.
World Wide Handicrafts - 36 Halsey St.
Demirjian Galleries - 79 Halsey St.
Chesloffs - 11 Halsey St.
Bene Boutique and Hairdresser 26 Halsey St.
El Mundo Shoes - 107 Halsey St
Queen Quality Shoes - 113 Halsey St
Petermans Restaurant - 15 Central Ave
John Deegan Shoes - 99 Halsey St
Rabin & Krueger Galleries - 47 Halsey St.
The Brides Shoppe- 53 Halsey St.
Tall Towne Fashions- 106 Halsey St.
Harmon Shoes - 112 Halsey St.

IN BRIEF
THE
PURPOSE
OF
THE HALSEY STREET ASSOC.

TO PROJECT - WITH PRIDE THE SIGNIFICANCE OF NEWARK IN ITS MANY PHASES.

A - CULTURAL:-

NATIONALLY FAMOUS MUSEUM
COPIOUS LIBRARY
FIVE COLLEGES

B - TRANSPORTATION CENTER:-

VITAL TO RAIL
WATERPORT
AIRPORT
TRUCKING

C - LEADING INSTITUTIONS:-

IN BANKING
INSURANCE
COMMERCIAL
INDUSTRIAL

D - OUR DOWNTOWN SHOPPING AREA:- IS THE MOST VARIED AND

EXTENSIVE IN THE STATE OF NEW JERSEY.

TO PROPOSE - AND INSTITUTE IMPROVEMENTS IN:-

- 1 - LARGER DOWNTOWN PARKING FACILITIES
- 2 - STREET LIGHTING
- 3 - SAFER STREETS
- 4 - TO ENHANCE CLEANING OF AREAS
- 5 - BEAUTIFYING AS OUR MOTTO
- 6 - HALSEY MALL TREES BENCHES

YOUR SUPPORT AND COOPERATION IS INVITED IN ATTAINING THESE GOALS.

IF INTERESTED, PLEASE CONTACT - - - -

THE HALSEY STREET ASSOCIATION
26 HALSEY STREET * NEWARK
623-5117

PRESIDENT
TOM WHITE
VICE PRESIDENT
ERNIE CHESLOFF
TREASURER
BEN TRAVISANO
SECRETARY
RUTH GLUCK

THE HALSEY STREET ASSOCIATION

A Mall, in Downtown Newark?

By EDWARD HIGGINS

Special to The New York Times

NEWARK—A young black entrepreneur is leading a group of small-businessmen on Halsey Street, a downtown area of family-owned specialty shops, in an attempt to revitalize the street into a place able to compete with the suburbs for shoppers.

The leader is Tom White, a burly former Marine, who in 1961 opened his World Wide Handicrafts, a shop handling arts and crafts, imported items, posters, canies, furniture, sculpture, paintings and ceramics, in an area that had been the place for more-traditional type stores.

Many in Newark see the area now as the last-surviving hope for a commercially viable city. The 10-block-long street, which runs parallel to Broad Street between Washington Park and Mill Street, contains not only Newark's large department stores, but also most of its small "smart" shops.

To help revive Halsey Street, Mr. White prompted the formation of the Halsey Street Association, a merchants' group. The association's first goal is to turn the street into a mall one day a week. The merchants reason that customers will come into the city to a place where they can walk freely from store to store, as in a covered suburban shopping mall.

The mall idea has drawn reaction:

Louis M. Turco, president of the City Council, said a Halsey Street mall was an excellent idea, one that he could support.

A spokesman for Bambergers, one of Newark's largest department stores, said it was conducting a feasibility study to determine the impact of a mall, particularly the effects of the flow of pedestrian traffic. Bambergers will support any plan that will help the city, the spokesman said.

Mr. White, a native of East Orange, had worked in gift shops in Greenwich Village in New York, and figured that his type of store would go well in Newark.

The store went well enough at first, but as Newark declined so did the number of customers. His resulting move to form the association is based on the hope that the variety in Halsey Street will draw customers to the mall.

Of the more than 200 stores along the street, there

are head shops, barber shops, shoe stores, restaurants, art galleries, rug shops, furriers, bars, delicatessens and fashion centers.

McGovern's Tavern on the street is a noted Irish saloon, with dark decor and darker Harp's beer, across from a far-from-traditional shop, "Things," a cellar storefront that offers antiques, various bric-a-brac associated with the counter culture, and just about everything for an attic explorer to collect.

In addition to setting up the mall, the association

seeks to fight the image of Newark as a crime-laden city, with the possibility of luring back the shoppers depending on the success of the campaign. Mr. White said the association had received a pledge of cooperation from beat policemen.

With the mall idea supported by several City Councilmen and other city officials, Mr. White said, it is hoped that by early October the street will be off-limits for vehicular traffic from 10 A.M. to 5 P.M., on Saturdays.